

ADVERTISE THE TOWN

Publicity Man Suggests Method of Booming a Place.

NEWSPAPER SPACE IS BEST.

Standing Advertisement Telling the Local History, Development and Opportunities Will Be Mailed to Many Outsiders Who Want to Know.

How can a town advertise itself to the outside world to get the best results for the least expenditure?

This question was asked recently of a man who has had many years experience in promoting publicity for expositions, theatrical companies, cities and summer resorts. He replied with out hesitation:

"Carry a half page or a page or two pages of well written and illustrated boom matter in the local newspapers. Run it regularly, just as if it were a part of the necessary makeup of the paper, like the date line. You will find that that sort of advertising for a town is about the best that can be devised. It brings the best results for the smallest expenditure of funds."

This same authority went on to say that the founder of one of the big eastern summer resorts used to run a standing advertisement of the town in each of the local papers, usually a full page. This advertising was continued for years until it became almost a joke locally, many of the residents being able to quote whole paragraphs from the descriptive matter without referring to the paper. But whenever a copy of any paper published in the town was wrapped up and mailed away by a subscriber or a visitor it carried with it as a matter of course that town's advertisement. It did not matter whether or not the person mailing the paper intended to advertise the resort. The ad went along "whether or no."

"What was told in this ad?" the publicity man was asked.

"The history of the resort, when and how it came to be established, the price of lots when the town site was first put on the market, the value of property at the time of advertising, the kind of people who preferred that resort to all others, why they preferred it, the cost and quality of houses in the town and the advantages of the place from A to Izard. The result was that thousands of new visitors and summer settlers were attracted to the place by seeing a copy of one of the local papers which told the story of the resort in enterprising style."

Of course every town cannot be advertised to exactly the extent of the one mentioned, that being a resort visited by many strangers who are inclined to send away a printed copy of a local newspaper containing a personal note about their interest in their acquaintance at some social gathering. But the average town which is anxious to get above the average can accomplish much by advertising itself through the columns of its newspaper. Every town has an interesting history if only somebody who knows will get under the surface of things and uncover the facts. Every town has some positive advantages, some attractions, not to be found elsewhere. The basis of the exposition is that forth these attractions are including as possible. Of course no town is failing to boom itself. It must be known by some of its people. Some sort of organization is necessary to raise funds and map out the plan of campaign. The board of trade or business men's organization can attend to this.

Suppose that a local business man or professional man of any plain citizen received from some quarter a request for information concerning the town. The citizen may be too busy to write out the desired information in full, but if he has a copy of the town paper on his desk containing just the data called for he is more than likely to wrap it up and mail it to the inquirer. "Marked Copy."

In every town there are many citizens who have paid no particular attention to matters of local history. A well written article running from day to day or from week to week in the paper the people read will serve to get them interested in the town in which they live and will be the means of adding them to the boomerang element. Enthusiasm is said to be contagious, and by frequent contact with some of the enthusiasm poured out in printers ink by one who knows his subject and believes in it the contagion is sure to be caught and passed along.

What advantages has the town over its neighboring towns? What interesting facts in its history or development are there which will make interesting reading and cause outsiders to want to know more about the place? What important improvements have been made lately or may be made in the near future? What opportunities are there for settlement, investment, the opening of new lines of business? All these things combined would make an interesting article, and if run as a standing advertisement it would begin to show results in a short time.

An eternal vigilance is the price of

liberty, so is keeping everlastingly at the price of success in booming a town.

To Check Street Litter.

In order to minimize the nuisance of waste paper left in the streets the city council of Paris, France, ordered that wire baskets to which is attached a notice requesting the public to place waste paper therein be placed in squares and on the grand boulevards, says a Paris special dispatch to the New York Herald. They are to be attached to fences and railings.

WOMEN STREET REPAIRERS

Girls Shovel and Rake as Boys Look on From Walks.

Girard, Ala., a town of 2,000 inhabitants, has had a sample of the grit of the women, who became disgusted with the men for allowing the street to remain in bad condition.

The women assembled with pitch and shovels, hoes and garden rakes, to clean up the highway, fill in the holes and the ruts and remove the debris. They sang as they worked until the sidewalks were well filled with curious onlookers. Many a girl in the squad saw her beau in the onlookers, and others saw rivals that were ready to make capital of the incident.

TOWN PARKS.

How They Should Be Laid Out to Be Attractive.

All too many of our smaller towns possess what they are pleased to call "the square." They have acquired, either by purchase or gift, a city block of land for park purposes. Some time in the past, in a time of gross ignorance, a so-called pavilion was built in the center, a fence built, posts or fence stiles placed on the center of each side and at each corner. Diagonal paths of gravel run across the plot, a few toothy emerald grasses grow along the border, and we have "the city park." It seems never to have occurred to any one that such a plain, poorly laid out plot, just as "happened so," is the poorest, most conventional, most inertistic and least economical of any disposition that could be made of the land, says the Los Angeles Times.

The fault of the whole matter lies with those who thought to make a park in a few days or a week. The trustees spend all the funds at their disposal at a single spurt to turn out what they believe is a finished product fresh from the bandbox, and, as a rule, nothing further is done for several years. Every park worthy of notice has gone through a period of development and upon a sensible, well outlined plan. If a pavilion is present it does not occupy the center as though it were always to be the chief attraction, but is, at one side, sheltered by trees and covered as impenetrable as possible. Natural grades and vegetation should be preserved, so far as practicable, the latter in all cases if of good size. Paths should be nearly direct, yet have slight natural curves set off by shrubs. Seats should be provided, not in a position, but under shade trees.

The "square" should not be considered as a cross town cut off, but as a place for recreation and rest. Do not have the effect of concentration, smothering of the market place and the public drinking room, but have a quiet, useful, workshop so far as is possible, with trees all about. If you have money to spend for flowers, don't use it to put in a giant and costly lot of plants to spell "Pavilion," but have them naturally disposed where they may be admired by all and not sacrificed for wonder and amazement. Moreover, if the traveler is in any doubt as to where he is doubtless he would ask if interested. Certainly the average town square will in nowise prove attractive.

TOWN PUBLICITY BUREAU.

Persistent Bugler Calls Attention to Local Opportunities.

The town publicity bureau is a development of recent years. There are many cities and a considerable number of smaller towns throughout the United States now which maintain regular bureaus for the purpose of making the outside world acquainted with the place concerned. One of these is Atlantic City, N. J. Secretary G. S. Leibhart of the Atlantic City publicity bureau has issued his second annual report. It contains facts and figures which prove conclusively that it pays to push a town.

During 1907 more than 42,000 persons called at the bureau headquarters to get information. Eighty-five state and national conventions were held in Atlantic City through the efforts of the publicity bureau. More than thirty other public events were pulled off by the bureau's cooperation, each attracting thousands of people to the town.

Atlantic City of course is a seashore resort and consequently possesses opportunities for publicity bureaus, though which the average town lacks, but almost any wide awake town may attract attention to itself and incidentally help itself to the good things of this world by blowing its own bugle systematically and persistently. It is always wise to employ the right kind of bugler, one who knows his business.

SECRET RATES GIVEN

Do Express Companies Thus Aid the Mail Order Houses?

CONGRESSMAN SO ALLEGES.

Mr. Anthony Presents Evidence to Show Violation of Interstate Commerce Act—Chicago Concern Indicted For Illegal Use of Mails.

A day of reckoning seems to be in prospect for some of the big mail order houses which appear to have been violating the laws. Congressman D. R. Anthony of Kansas, who represents the Leavenworth district and is a son of one of the most noted editors in the history of his state and a nephew of Miss Susan B. Anthony, the famous woman suffragist, has furnished evidence to Postmaster General Meyer which is said to show that some of the mail order concerns enjoy secret cut rates from the express companies.

Congressman Anthony has been gathering facts to substantiate his statement that the express companies give discriminatory rates, thus enabling the mail order people to ship their goods to country customers at rates low as or even lower than those suggested in the postmaster general's recent recommendation for the establishment of a parcels post. Should these charges be substantiated both the express companies and the mail order concerns participating in this underworld work are liable to prosecution under the interstate commerce act, just as the railroads and the Standard Oil company have been prosecuted for giving and accepting rebates on freight transportation.

Many country merchants oppose parcels post legislation because they fear that it would give such an advantage to the mail order stores in the large cities that the local retailers would be driven out of business. Just how Mr. Anthony's investigations may turn out is a matter of conjecture, but should his statements be substantiated by official investigation it is evident that the discovery of express rebates will tend to reconcile retail merchants to parcels post legislation. At any rate, these charges coming from a man of Congressman Anthony's standing should cause thousands of mail order patrons to think twice before patronizing houses suspected of violating this highly important law. Those who believe in equal rights to all and special privileges to none will be inclined to close the enormous mail order concern with the Standard Oil company and other predators on the public weal.

In 1903 the federal authorities are going after one mail order concern that of Sears, Roebuck & Co. of Chicago. In another way, the federal government of Des Moines has returned to trial in three counts again the charges filed on charges of using tax-free alcohol.

It is alleged that this concern sold to a citizen of Des Moines some points which it described in a letter to the proprietor as containing white lead and being manufactured "in our own great paint factory under the supervision of the finest paint experts." The indictment sets forth that the paints did not contain white lead and were not manufactured in the company's own factory. Sears, Roebuck & Co. is not using a paint factory.

The other two counts name a rural free delivery route victim who bought two rings from the Chicago concern on the strength of its catalogue recommendations. One of these rings was said to contain pearls and sapphires, the other pearls and emeralds. Neither of the rings contained the jewels mentioned according to the indictment.

As the catalogues and the rings were sent through the mails, a violation of the federal statutes is charged.

Whether this indictment holds or not, there is food for thought in the reflection that you cannot always get what you want by seeing a picture and description of it in a catalogue and sending your money by mail without first seeing the goods.

The local merchant keeps his goods in sight, and the purchaser always knows what he is buying. Purchasing articles by mail is pretty much like swapping pocketknives "unsight and unseen." Very frequently the other boy's knife is not half so good a knife as yours, but when you trade that way your knife is gone. It is a good rule to insist upon seeing the knife before making the trade.

At your home stores you can always see the knife and test the blades before buying.

Wide Tire Law Note.

The good roads committee of the board of supervisors of Niagara county, N. Y., has reported in favor of the proposed wide tire law, which provides that after June 1, 1909, all wagons carrying 1,500 pounds or more shall be equipped with tires at least three inches in width. The penalty for violation of the law will be from \$5 to \$25 for each offense.

CHEAPER LUMBER

Owing to the recently reduced freight rates and a slight fall in the price of lumber we are able to announce a reduction in the price of lumber of from \$2.50 to \$6 a thousand. The grade is just as good as ever, the price is less. We are now able to compete with yards on the T. & P. and ask the opportunity to figure with those from the Monument locality who have been hauling from these points.

The Groves Lumber Co.

ASK FOR

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JONSON & EDERLEE, Makers
COLORADO SPRINGS, COLO.

Hold!

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Something Behind!

I. W. HARPER
WHISKY

AND

Y.--B. CIGARS

Step around and Give "Sol" a Call at the

COW BOYS HOME
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Best reached by direct connection with the A.T. & S.F. Ry

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your ticket reads via Santa Fe all the way. Full information regarding rates, etc, cheerfully furnished

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Traffic Manager, Pecos Valley Lines,

Amarillo, Texas.

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The Union Meat Market

a call. If you don't believe in it, give us a call any way. You can believe any old thing you wish, but we are positive we can save you money on

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If you haven't time to call, telephone and we will deliver it promptly.

STOBAUGH & LIVINGSTON, Proprietors.

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Guggenheimer, American
Malt, Sherwood Rye,
Canada Malt
and many other liquors.



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